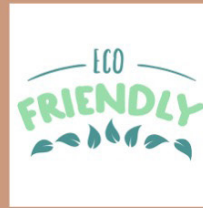




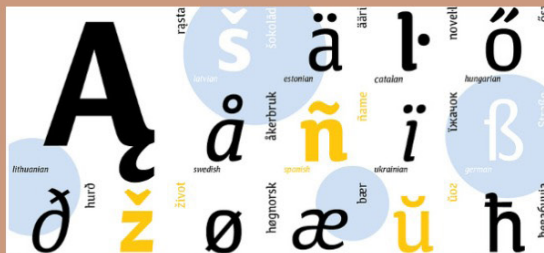
***ECO WHEEL  
LOOKBOOK***

## Illustration

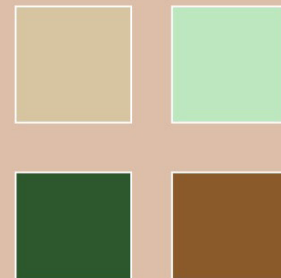
### Icons



### Typography



### Color Palette



# Mood Board

Researching icons helped me evolving my ideas and inspired me. I searched for logos that align with eco-friendly values. For instance the green color theme, bicycle symbols, map location pins, etc.

For illustrating, I found some eco-friendly text designs, bike sharing stations in real life and some cyclist. They visually represent the importance of eco-friendly and bike sharing service.

I chose calendula as my typeface. It is made by adobe fonts and provide various styles like italic and bold. The font are clean, modern and easy to read. Also it matches my theme which represents a sense of speed and accessibility.

For color palette, I chose fresh, energetic and clean colours. I applied green tone for eco-friendly theme and natural tones like white and light brown for balance.









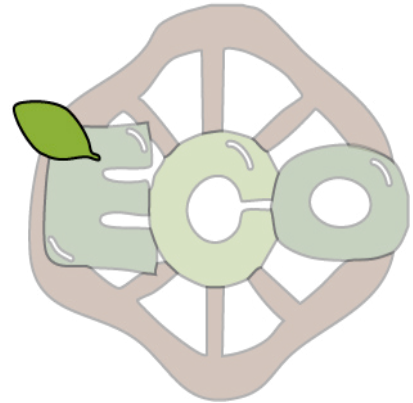
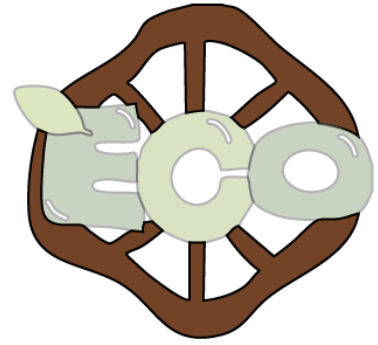
# Logo Design

For the logo design, it is a graphic style logo which focuses on simplicity and the use of clean lines, shapes, and colors. They feature the minimal colors and details. I used three of the main elements: a wheel for the shape of the logo, a "ECO" text, and a leaf which represents an eco-friendly brand.

Firstly, the wheel I use a dark, muted shade of brown with a reddish undertone. It gives a warm and earthy vibe. Additionally, I curve the shape of the wheel and gave a black outline frame. It creates a sense of movement and flow.

Secondly, I use a bold typeface because of its high readability. It is easy to notice even from a distance or a small size. Furthermore, green and an olive green as the text colors. Both of them represent growth and environment. The colors reinforce the aim of sustainability and the connection to the natural world.

Thirdly, the leaf is an eco-friendly symbol of nature and the environment. It represents growth and nature.



## Name and Logo

"EcoWheel" is a brand name that represents a sense of eco-friendliness and mobility. As a sharing bike service,

"Eco" is short for ecosystem. It focuses on protecting the environment and promoting eco-conscious to audience.

The text "Wheel" didn't show in the logo. However, it supports the whole logo structure. "Wheel" suggests a user-friendly and efficient transportation solution for urban commuters.





# double-sided flyer mockup





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